



Burleigh-Morton COVID-19 Task Force
Public Education & Awareness
MEETING NOTES
Tuesday, November 3, 2020
2 PM via Teams

Present: Adam Roper, Gloria David, Kalen Ost, Kelly Churchill, Marnie Piehl, Maxine Herr, Paula Redmann, Trish Helgeson.

I. Meeting Welcome

II. Meeting Item Wraps from Previous Week

- Task Force Meeting
 - No actionable requests.
- Steering Committee Meeting
 - No actionable requests.
- Healthcare/Testing Strategy/Contact Tracing
 - No actionable requests.
- Education Institutions & Activities
 - No actionable requests.
- Underserved Populations
 - No actionable requests.
- Business Community
 - No actionable requests.

III. Subcommittee Requested Action/Discussion Items

- Pursuing questions from the community
 - Kalen Ost will work on gathering some suggestions for attending holiday events during the pandemic. These may be broken into different population focuses: for example, one week focusing on college-aged individuals, while another week focusing on family get-togethers. Marnie Piehl said the colleges may be producing some messaging for student populations and could share that information when it is developed.
- COVID Vaccine
 - A shipment of COVID-19 vaccine may be coming in November. However, this shipment would likely not be intended for the public and would instead be available for frontline workers. It is still unknown when a COVID-19 vaccine will be available for the general public.
 - State/Odney Campaign Messaging
 - The first communication assets from the State of

IV. Agency MABU Action/Discussion Items

- Phase 2 Content Updates/Analytics
 - November 2 started the third set of phase 2, which means some new messages have been pushed to the public. The most popular Facebook post is still focusing on getting/keeping kids in school. Google Display has generated 190,000 impressions and the click through rates are average for the industry. YouTube has generated over 40,000 impressions with 21,000 views and a view rate of 50% (industry average is at 32%). Pandora ads have a listen-through rate of about 98%. Connected TV has about 66,000 impressions and 65,000 completed views for about a 99% completion rate. Landing page web traffic has generated about 14,000 page views from about 10,000 users, creating about 300,000 impressions. There was a spike in landing page viewership of about 1200 visitors from an Oct. 27 blog post featuring a letter to Bis-Man residents from healthcare professionals.
- Phase 3 Messaging/Contingency Fund
 - Presently there is about \$5,300 that is available for additional advertising. A number of groups have approached Agency MABU with potential advertising opportunities. One suggestion made was to do A/B testing with social media to compare response to text graphics vs. graphics including individuals on them.
- Messaging Changes Due to Pandemic Mitigation Strategy Implementation
 - Agency MABU will be meeting with BBPH staff on Nov. 4 to talk about the advertising campaign and how it may alter following the implementation of the Pandemic Mitigation Strategy.

V. For the Good of the Order

- None

VI. Next Subcommittee Meeting Date/Time

- November 10, 2020 at 2 p.m. via Teams

VII. Adjourn

- Meeting adjourned at 3:04 p.m.

Respectfully submitted,

Kalen Ost

Emergency Preparedness Information Specialist, Bismarck-Burleigh Public Health